

## Entrepreneurship Progression

Progression allows girls to gain new skills, build their confidence, and develop an entrepreneurial mindset over time. As they engage in the Girl Scout Fall Product Program and beyond, girls learn five valuable skills that will serve them for the rest of their lives. As you work with girls, acknowledge their skill development and encourage them to challenge themselves further. Eventually, they'll be ready to translate their skills into true entrepreneurship or bring an entrepreneurial mindset to whatever path they choose.

### The 5 Skills learned from the Girl Scout Fall Product Program:

- Goal setting
- Decision making
- Money management
- People skills
- Business ethics

### Money Manager

#### Learn money basics! Start with counting change.

Talk with your fellow troop members about different coins, paper bills, checks, and credit - and practice counting it!

Learn how much all your Fall Products are priced at in your area.

### Decision Maker

#### Make plans for the coming Girl Scout year and set a budget.

Talk about the difference between wants and needs.

Talk about how the troop can earn money through Fall Product participation.

Look into your troop's proceeds from previous years to help you budget.

### Goal Setter

#### Set sales goals as a troop and individually.

Talk with your troop about how you can work together to reach your troops goals.

Discuss different ways to sell products and set a goal for which ones you'll try.

Brainstorm how you could use your Fall Product earnings to help others in your community.

### Consumer Expert

#### Think like your "Girl Scout Customers".

Talk with your girls about why people may or may not buy Girl Scout products, and brainstorm ways to engage them.

Come up with ideas for the perfect customer sales pitch.

Practice explaining how your Fall Product earnings will be spent when customers ask.

Brainstorm ways to thank your customers.

### Sales Techie

#### Use technology to grow the business.

Set a specific goal for your digital sales.

Make a video for your friends and family network promoting your online Fall Product using your sales pitch; encourage the gifting of items to boost your sales.

Use your support network of family and friends to safely promote your digital storefront.

### Networker

#### Build your social support system.

Connect with local business leaders for ideas about how to grow your Girl Scout Fall Product business.

Talk to friends and family about how they can help you to expand your network.

Ask your customers to safely refer you to new customers.

Follow up with past customers and tell them how you plan to use this year's Fall Product earnings, to inspire them to increase their purchase.

### Innovator

#### Take it beyond Girl Scout Fall Product sales.

On your own or with your troop, think about a product or service you'd like to improve and brainstorm ways to make it happen.

Come up with several ideas, and then narrow to the best!

Be prepared to go back to the drawing board - maybe more than once!

Get feedback from potential customers and improve your idea based on what they say.

Research social entrepreneurs in your community and beyond.

### Entrepreneur

#### Take your business idea to the next level.

Create and document a mission statement and business plan for your product/service idea.

Identify your customer base, competition, and potential obstacles.

Practice sharing your business idea with your troop.

Research how businesses are financed and think about how you could finance yours.

Feel confident about your business idea's potential? Take action!

### How to adopt an entrepreneurial mindset:

- Be curious.
- Embrace challenge.
- Take initiative.
- Collaborate with others.
- Take creative risks.
- See failing as learning.
- Adapt to change.